

**SYSTEM AND METHOD FOR SELLING IMAGE-DISPLAY TIME  
TO CUSTOMERS OF A PUBLIC FACILITY**

**ABSTRACT OF THE DISCLOSURE**

5           A system and method for selling image-display time to  
customers of a public facility. The public facility includes an  
electronic ticket control system that communicates with customer  
virtual ticket devices that may hold electronic tickets to an event  
at the public facility. A camera in the public facility captures  
10 the image of a customer, which can be transmitted to the customer's  
virtual ticket device along with an offer to display the image, or  
an enhanced version of the image, for a fee. Alternatively, the  
customer requests the camera to take an image of his location which  
is then broadcast to home viewers. The public facility charges a  
15 fee and informs the customer when the image will be taken so the  
customer can be at his seat.